

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. -20. (Canceled)

21. (Previously Presented) A method for updating user profile of a user on an apparatus in the form of a broadcast data receiving means and television for receiving broadcast data and generating television programmes to be viewed on the television therefrom comprising:

- using the broadcast data receiving means to obtain an information characteristic of content information from the broadcast data;

- obtaining feedback information of said content information from the user via a communication device;

- using a content-alert processing means to obtain an alert characteristic from the information characteristic;

- determining the content-alert processing means a comprehensive alert level based on parameters of the alert characteristic;

- weighting the feedback information by the comprehensive alert level; and

- updating said user profile held in storage means provided in the broadcast data receiver according to the weighted feedback information.

22. (Previously Presented) The method according to claim 21, wherein said information characteristic comprises a content characteristic and particular program information.

23. (Previously Presented) The method according to claim 22, wherein the particular program information is a key word in synopsis.

24. (Previously Presented) The method according to claim 21, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.

25. (Canceled)

26. (Canceled)